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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

<b>DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)</b>		Attorney Docket Number	Google-74 (GP-282-00-US)
		First Named Inventor	Paul BUCHHEIT
		<b>COMPLETE IF KNOWN</b>	
		Application Number	10/814,104
<input type="checkbox"/> Declaration Submitted with Initial Filing OR <input checked="" type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)		Filing Date	March 31, 2004
		Art Unit	3622
		Examiner Name	Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

RENDERING CONTENT-TARGETED ADS WITH E-MAIL

(Title of the invention)

the specification of which

☐ Is attached hereto

OR

☒ was filed on (MM/DD/YYYY) March 31, 2004 as United States Application Number or PCT International

Application Number 10/814,104 and was amended on (MM/DD/YYYY)                      (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 366(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 5]

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## **DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application**

### **Power of Attorney:**

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amln Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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# DECLARATION AND POWER OF ATTORNEY

## Utility or Design Patent Application

Direct all correspondence to: ☒ Customer Number 25479 OR ☐ Correspondence address below  
or Bar Code Label

Name Straub & PokotyloAddress 620 Tinton Avenue, Bldg. B, 2<sup>nd</sup> FloorCity Tinton FallsState NJZIP 07724-3260Country USATelephone (732) 542-9070Fax (732) 542-9071

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR: ☐ A petition has been filed for this unsigned inventor

Given Name  
(first and middle (if any)) Paul

Family Name  
or Surname BUCHHEIT

Inventor's  
Signature 

Date 7-22-04Residence: City Mountain ViewState CACountry USACitizenship USAMailing Address 900 High School Way, Apt. # 2324City Mountain ViewState CAZIP 94041Country USA

NAME OF SECOND INVENTOR: ☐ A petition has been filed for this unsigned inventor

Given Name  
(first and middle (if any)) Yingwei Claire

Family Name  
or Surname CUI

Inventor's  
Signature 

Date 7/16/04Residence: City CupertinoState CACountry USA

Citizenship Peoples  
Republic of  
China

Mailing Address 6092 Willowgrove LaneCity CupertinoState CAZIP 95014Country USA

☒ Additional Inventors are being named on the 2 supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

Please type a plus sign (+) inside this box →



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<b>DECLARATION AND POWER OF ATTORNEY</b>	<b>ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5</b>
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Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Jing		LIM	
Inventor's Signature		Date 7/16/2004	
Residence: City Santa Clara	State CA	Country USA	Citizenship Singapore
Mailing Address 2481 Austin Place			
Mailing Address			
City Santa Clara	State CA	ZIP 95050	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Narayanan		SHIVAKUMAR	
Inventor's Signature		Date	
Residence: City San Jose	State CA	Country USA	Citizenship India
Mailing Address 1093 McKay Drive			
Mailing Address			
City San Jose	State CA	ZIP 95131	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Michael		TSAO	
Inventor's Signature		Date 7/16/4	
Residence: City San Mateo	State CA	Country USA	Citizenship USA
Mailing Address 2153 De Anza Boulevard			
Mailing Address			
City San Mateo	State CA	ZIP 94402	Country USA

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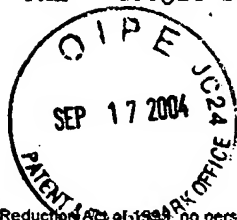
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# DECLARATION AND POWER OF ATTORNEY

ADDITIONAL INVENTOR(S)  
 Supplemental Sheet  
 Page 5 of 5

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Russ		TUCK	
Inventor's Signature <i>Russ Tuck</i>		Date 7/21/04	
Residence: City San Jose	State CA	Country USA	Citizenship USA
Mailing Address 1136 S. Blaney Avenue			
Mailing Address			
City San Jose	State CA	ZIP 95129	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
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Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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<b>DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)</b>  <input type="checkbox"/> Declaration Submitted With Initial Filing      OR <input checked="" type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)	Attorney Docket Number	Google-74 (GP-282-00-US)
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	Application Number	10/814,104
	Filing Date	March 31, 2004
	Art Unit	3622
	Examiner Name	Not yet assigned

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Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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[Page 1 of 5]

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**DECLARATION AND POWER OF ATTORNEY**  
**Utility or Design Patent Application**

**Power of Attorney:**

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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## DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: <input checked="" type="checkbox"/>		Customer Number <span style="border: 1px solid black; padding: 2px;">26479</span>		OR <input type="checkbox"/> Correspondence address below	
Name <b>Straub &amp; Pokotylo</b>					
Address <b>620 Tinton Avenue, Bldg. B, 2<sup>nd</sup> Floor</b>					
City <b>Tinton Falls</b>			State <b>NJ</b>		ZIP <b>07724-3260</b>
Country <b>USA</b>		Telephone <b>(732) 542-9070</b>		Fax <b>(732) 542-9071</b>	
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.					
NAME OF SOLE OR FIRST INVENTOR:			<input type="checkbox"/> A petition has been filed for this unsigned inventor		
Given Name (first and middle [if any]) <b>Paul</b>			Family Name or Surname <b>BUCHHEIT</b>		
Inventor's Signature					Date
Residence: City <b>Mountain View</b>		State <b>CA</b>		Country <b>USA</b>	Citizenship <b>USA</b>
Mailing Address <b>900 High School Way, Apt. # 2324</b>					
City <b>Mountain View</b>		State <b>CA</b>		ZIP <b>94041</b>	Country <b>USA</b>
NAME OF SECOND INVENTOR:			<input type="checkbox"/> A petition has been filed for this unsigned inventor		
Given Name (first and middle [if any]) <b>Yingwei Claire</b>			Family Name or Surname <b>CUI</b>		
Inventor's Signature					Date
Residence: City <b>Cupertino</b>		State <b>CA</b>		Country <b>USA</b>	Citizenship <b>Peoples Republic of China</b>
Mailing Address <b>6092 Willowgrove Lane</b>					
City <b>Cupertino</b>		State <b>CA</b>		ZIP <b>95014</b>	Country <b>USA</b>
<input checked="" type="checkbox"/> Additional inventors are being named on the <u>2</u> supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.					

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**DECLARATION AND  
POWER OF ATTORNEY****ADDITIONAL INVENTOR(S)**  
**Supplemental Sheet**  
**Page 4 of 5**

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Jing		LIM	
Inventor's Signature		Date	
Residence: City Santa Clara	State CA	Country USA	Citizenship Singapore
Mailing Address 2481 Austin Place			
Mailing Address			
City Santa Clara	State CA	ZIP 95050	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Narayanan		SHIVAKUMAR	
Inventor's Signature <i>Shivakumar</i>		Date Aug 20 '04	
Residence: City San Jose	State CA	Country USA	Citizenship India
Mailing Address 1093 McKay Drive			
Mailing Address			
City San Jose	State CA	ZIP 95131	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Michael		TSAO	
Inventor's Signature		Date	
Residence: City San Mateo	State CA	Country USA	Citizenship USA
Mailing Address 2153 De Anza Boulevard			
Mailing Address			
City San Mateo	State CA	ZIP 94402	Country USA

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<b>DECLARATION AND POWER OF ATTORNEY</b>	<b>ADDITIONAL INVENTOR(S) Supplemental Sheet Page 5 of 5</b>
--	--

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor.	
Given Name (first and middle (if any))		Family Name or Surname	
Russ		TUCK	
Inventor's Signature		Date	
Residence: City San Jose	State CA	Country USA	Citizenship USA
Mailing Address 1136 S. Blaney Avenue			
Mailing Address			
City San Jose	State CA	ZIP 95129	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor.	
Given Name (first and middle (if any))		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor.	
Given Name (first and middle (if any))		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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